

## REMARKS

Applicant has carefully studied the outstanding Official Action. The present response is intended to be fully responsive to all points of rejection raised by the Examiner and is believed to place the application in condition for allowance. Favorable reconsideration and allowance of the application are respectfully requested.

Claims 1-2, 8-10, 16-18 and 26 stand rejected under 35 U.S.C. 102(e) as being anticipated by Syed (U.S. Published Patent Application No. 20050027707).

Claims 3, 6-7, 11-15, 19-21 and 24-25 stand rejected under 35 U.S.C. 103(a) as being unpatentable over Syed in view of I'anson et al (U.S. Published Patent Application No. 20020059266).

Syed describes a system and method of managing sensitive information exchanges between users of a matching service including receiving sensitive information from a first user and receiving a viewing option from the first user concerning the first user's sensitive information.

I'anson et al describes a shopping assistance method and apparatus in which a shopper captures information about an item of interest.

The allowability of claims 4-5 and 22-23 is noted with appreciation.

Claim 1 has been amended to include the recitation of allowable claim 4 and is therefore allowable. Claims 2 and 6-8 depend from claim 1 and are therefore allowable. Claim 17 has been amended to include the recitation of allowable claim 22 and is therefore allowable. Claims 18 and 24-26 depend directly or ultimately from claim 17 and are therefore allowable.

Applicant has added new claims 27-36. New claim 27 is allowable original claim 5 rewritten in independent form and is therefore allowable. New claims 28-31 are similar in scope to original claims 2 and 6-8 and depend from claim 27 and are therefore allowable.

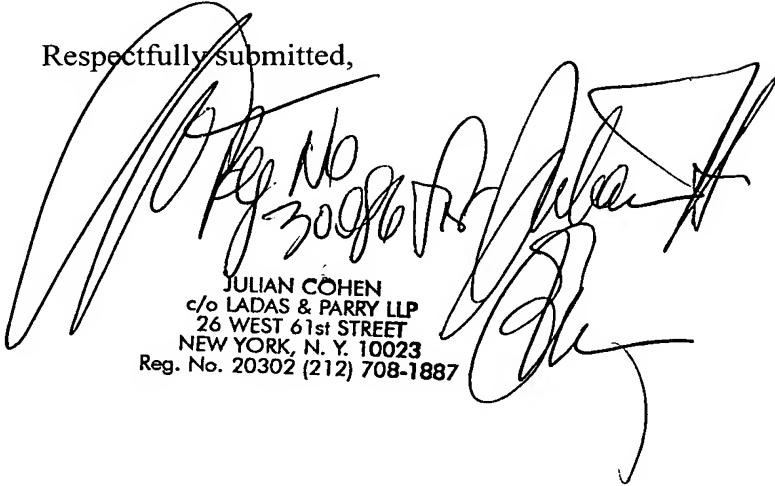
New claim 32 is allowable original claim 23 rewritten in independent form and is therefore allowable. New claims 33-36 are similar in scope to original claims 18 and 24-26 and depend from claim 32 and are therefore allowable.

Claims 3-5, 9-16 and 19-23 have been cancelled without prejudice.

Applicant reserves the right to pursue the claims as filed in the context of a continuation application.

In view of the foregoing remarks and amendments, all of the claims are deemed to be allowable. Favorable reconsideration and allowance of the application are respectfully requested.

Respectfully submitted,



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